

Message Text

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ACTION COME-00

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R 231518Z JUL 73

FM AMCONSUL MUNICH

TO SECSTATE WASHDC 4411

INFO AMEMBASSY BONN

USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL STUTTGART

UNCLAS MUNICH 1269

FOR: COMMERCE

E.O. 11652: N/A

TAGS: EIND, GW

SUBJECT: SIEMENS A.G. ACQUIRES PRODUCTION FACILITY IN USA

REF: MUNICH A-67, JULY 13, 1973

1. DURING VISIT TO SIEMENS HEAD OFFICE, MUNICH, ON JULY 6, CONSULAR OFFICERS LEARNED SIEMENS DEVELOPING LONG-RANG PLANS TO INCREASE SHARE OF U.S. MARKET THROUGH DIRECT INVESTMENT PROJECTS. RECENT DOLS 4.9 MILLION PURCHASE OF COMPUTEST CORPORATION, A CHERRY HILL, NEW JERSEY MANUFACTURER OF TEST EQUIPMENT FOR COMPUTER INDUSTRY IS FIRST STEP.

2. DIRECTOR OF FOREIGN OPERATIONS, WERNER F. ZIELER, INDICATED SIEMENS WOULD UNDOUBTEDLY GIVE PRIORITY TO PRODUCING PRODUCTS IN U.S. SIEMENS HAD SUCCESSFULLY EXPORTED TO U.S. IN PAST. OVER HALF SIEMENS FY 1973 EXPORTS TO U.S. WERE ELECTRICAL MEDICAL EQUIPMENT, REMAINDER IN TELECOMMUNICATIONS, POWER EQUIPMENT AND ELECTRONICS COMPONENTS SECTORS. THOUGH ZIELER EMPHASIZED MEDICAL EQUIPMENT AS BEST PROSPECT FOR MANUFACTURE IN U.S., HE SAID SIEMENS EAGER TO INCREASE SHARE OF AMERICAN

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MAKET FROM 0.13 PERCENT TO 2.5 PERCENT TO MAKE DIRECT INVESTMENT

ECONOMICALLY FEASIBLE.

3. ZIELER MENTIONED INCREASING DIFFICULTY SIEMENS FACING IN EXPANDING SALES IN THIRD-COUNTRY MARKETS. THUS, THOUGH OUTPUT FROM PRODUCTION IN U.S. WILL INITIALLY BE FOR U.S. AND CANADIAN MARKETS, SIEMENS MAY WELL BE CONSIDERING SUPPLYING OTHER MARKETS (E.G. LATIN AMERICA) FROM U.S. PRODUCTION, MAKING AN ADDITIONAL POSITIVE CONTRIBUTION TO U.S. TRADE BALANCE.

4. ACTION REQUESTED: ZIELER STATED SIEMENS HAD APPROACHED COMMERCE AND SEVERAL STATE OFFICIALS REGARDING DIRECT INVESTMENT IN U.S. AS GERMANY'S SECOND LARGEST AND EUROPE'S SEVENTH LARGEST MANUFACTURING

FIRM, POST BELIEVES SIEMENS DECISION TO INVEST HEAVILY IN U.S. COULD HAVE LONE-TERM MOTIVATING EFFECT ON OTHER FOREIGN FIRMS. ACCORDINGLY, POST RECOMMENDS SECRETARY OF COMMERCE SEND DR. PETER VON SIEMENS, CHAIRMAN OF BOARD, A PERSONAL LETTER WELCOMING SIEMENS DECISION TO INVEST IN U.S. AND PERHAPS INVITING HIM TO CALL SHOULD HE, DR. VON SIEMENS, PLAN VISIT TO U.S. IN NEAR FUTURE. DR. VON SIEMENS ADDRESS: 8000 MUENCHEN 2, WITTELSBACHER,

PLATZ 2. DOHERTY

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